

Attachment 2



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YOUR GUIDE TO THE BEST OF THE WEB

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YAHOO!
Internet Life

Finding People And Places

■ **BY DAVID HASKIN** ■ Whether you're searching for an old college friend, looking up a business number, or seeking help to find someone who's truly missing, these sites can give you a leg up.

the best

For sheer quantity of tricks, the hands-down winner is [InfoSpace's People Search](#). Similar to other online white pages, you type a person's name (and city and/or state of residence, if you know it) and get a list of names, phone numbers, and street addresses. But this site also features a cool "autodialer" function: Clicking on a found phone number downloads and plays the dial-tone sequence; putting your phone's mouthpiece in front of your PC speakers dials the number for you. Click on a found address and you will see a street map with the location pinpointed. Nearby businesses are listed so you can go out for a bite after you get where you are going. You can look up e-mail addresses here, too, and it will launch your e-mail program with the person's address in the "To:" slot. There are business listings here as well, but they don't perform as many tricks. Our only gripe is that you must go through too many pages before you find e-mail addresses.

★★★★★

the rest

While [WorldPages](#) isn't fancy, it claims to have 170 million personal and business listings worldwide. When you find a U.S. business or residence, [WorldPages](#) automatically draws a map of its location. Its keyword queries let you search

Quick Click!

[Infospace's People Search](#)

[World Pages](#)

[Big Book](#)

[Zip2](#)

[AT&T Toll-Free Internet Directory](#)

[USPS Zip + 4 Code Lookup](#)

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[555-1212](#)

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**USENET
NEWSGROUPS**

for specific types of businesses, such as Japanese restaurants in Billings, Montana. We found, however, that such searches often listed businesses that were only tangentially related to our keyword. WorldPages doesn't list e-mail addresses or offer gimmicks (such as an "autodialer"), but it is still the most thorough site for finding businesses all over the world.

- [alt.missing-kids](#)

BigBook doesn't have the worldwide sweep of WorldPages, but you can store business listings you find in your personal, password-protected address book. Another potentially useful feature is that you can rate what you like and don't like about specific businesses so others can read your review. This will be highly useful when enough people participate. BigBook also draws maps to direct you to found businesses.

Sometimes you just have to stop searching in cyberspace and go someplace in the real world. When that happens, check Zip2 for not only addresses, phone numbers, and maps, but also door-to-door directions for getting there. Even more interestingly, it will show a list of similar companies within the area. However, it only provides these directions for about half the states.

Want to save a buck by using a toll-free number? The simplest way to find it is the AT&T Toll-Free Internet Directory. It found toll-free numbers for all the companies we asked for, although it often only provided one such number -- usually the main 800 or 888 number -- even if the company had many. Still, we found this site fast and simple.

You finished that thank-you note to Aunt Millie, you have her street address but -- dang! -- you can't find her zip code? Those well-adjusted folks at the U.S. Postal Service have the answer: USPS ZIP+4 Code Lookup. Enter the street address, city, and state and -- voilà! -- the Postal Service comes through.

The e-mail address finder at YAHOO! is faster than Info-Space's. Click on an address and it automatically loads your default e-mail software with the address in the "To:" field. On the downside, searching for common names can create a long list and Yahoo! provides no help, such as listing each person's city, to determine which

Susan Smith or John Jones is the right one. [Ed. Note: Y-Life is a Ziff-Davis publication in partnership with Yahoo!. In cases like this one, ratings are decided independently by the reviewer.]

Phonebooke doesn't have its own search engine, but it does provide a convenient all-in-one-place front end to the better people- and business-finders on the Web, most of which are described elsewhere in this review. After you launch the search from Phonebooke, it displays the site you are searching in a separate frame. You can also plug in a phone number here to find its owner — a controversial search that several sites have suspended for privacy reasons.

Are you stuck with balky hardware or software and the vendor didn't include a phone number in the documentation? Jump to C|Net's Product Finder for its still-growing list of high-tech companies. We didn't find listings for many smaller companies, but if you need to track down a software or hardware vendor, this still is a good place to start.

Trying to find Aunt Millie's hot new Web page? Your best shot is WhoWhere? In our tests it missed far more personal pages than it found, but it is still the best personal Web page finder we came across. Handily, WhoWhere? affixes keywords to each page it lists and you can search on the basis of those keywords. Also, it provides fast access to those currently online with two popular Internet phone systems Microsoft's NetMeeting and Intel's Internet Phone. If you use that software and click on a listed person's name, you automatically connect to them.


Speaking of Internet phones, the venerable Four11 doesn't have the fancy maps and other niceties, but it does have the most thorough listing of Internet phone users. Besides those currently connected to NetMeeting and Internet Phone, it has live listings for current CU-SeeMe and Connectix VideoPhone users. It also has thorough white page listings and e-mail address search facilities, but doesn't provide tools to ferret out which specific listing you want when it finds many.

A law of nature is that when you write somebody's phone number on a scrap of paper, the area code


somehow disappears. When that happens, go to 555-1212. It gives you an area code if you enter a city or state and includes country codes for you international jet-setters. You won't need this site often, but when you do, you'll be glad you have it bookmarked. It also serves as a front end for e-mail and phone number searches using some of the other services described in this review.



In most ways, Yellow Pages Online is useful but mundane -- you search and it returns a list of found businesses. But it does have one near and potentially useful trick, though: a search for the companies that produce specific brand names. Alas, this is a good idea that is poorly executed. Searches for what we considered well-known brands (such as Rice Krispies) turned up nothing. When the developers make the brand search capabilities useful, it will be a great site.



We're all busy people, which explains why mail-order catalogs have become so popular. But how do you find a catalog for, say, bird watching supplies? CatalogLink is a useful idea that needs to be fleshed out a bit. It enables you to sign up for dozens of catalogs in many categories. The only problem is that there aren't enough catalogs listed - only a few dozen when we looked.



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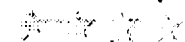
SITE REVIEWS

REFERENCE

White Pages

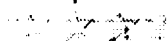
Punch in a name, get a phone number, street address, e-mail address, and driving directions.

Yahoo! People Search



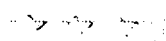
The fastest, most straightforward, and most comprehensive white pages is **Yahoo! People Search**, a phone-number and e-mail searcher. It's also one of the most popular on the Net, which means every so often, you might not be able to log onto the server. And since you can't pare down your search according to state, as you can with other search engines, you may face a lengthy list of addresses and numbers to sort through. Still, the Yahoo! resource returned more on-target hits faster than any other in our survey. — *Ray Tennenbaum*
reviewed: 4/2/98
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Infospace



InfoSpace's People Search features a cool autodialer. Clicking on a business or personal phone number downloads and plays the dial tone sequence; putting your phone's mouthpiece in front of your PC speakers dials the number for you. If you click on a found address, People Search displays a street map with the location pinpointed. Besides people and businesses, People Search finds e-mail addresses; and it recently cleaned up its interface and added a handful of new features, such as city guides. InfoSpace's quick, sturdy white pages and reverse phone-listing engines are bolstered by yellow pages, e-mail address finders, a reverse area-code finder, international phone directories, local guides to cities, weather forecasts — and plenty more. And InfoSpace only failed to turn up one of the numbers we asked for. — *Ray Tennenbaum and David Haskin*
reviewed: 3/31/98
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PC411



PC411 didn't do too badly on the chores we gave it, though it doesn't offer the capability to look for e-mail

Monday November 06 2000

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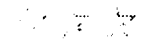
addresses. In addition, it's a little slow, and the form handling is more than a little flaky, often resetting instead of submitting. It is, however, one of the few sites that offers reverse lookups (searching for an address from a phone number). -- Ray Tennenbaum
reviewed: 3/31/98
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USPS ZIP+4 Code Lookup



You finished that thank-you note to Aunt Millie, you have her street address but -- dang! -- you can't find her zip code? Those well-adjusted folks at the U.S. Postal Service have the answer: USPS ZIP+4 Code Lookup. Enter the street address, city, and state and -- voilà! -- the Postal Service comes through.
reviewed: 3/27/98
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reviewed: 3/27/98
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AT&T Toll-Free Internet Directory



Want to save a buck by using a toll-free number? The simplest way to find it is the AT&T Toll-Free Internet Directory. It found toll-free numbers for all the companies we asked for, although it often only provided one such number -- usually the main 800 or 888 number -- even if the company had many. Still, we found this site fast and simple.
reviewed: 3/27/98
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Zip2



Sometimes you have to stop searching in cyberspace and go someplace in the real world. When that happens, ZIP2 not only finds business addresses and phone numbers and creates maps, but also provides door-to-door directions for getting there. We found that the directions were often roundabout in a certain midsize Midwestern city, for example, but they eventually got us where we were going, which is more than People Search can claim. (business listings) -- David Haskin
reviewed: 3/27/98
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Bigbook

7

BIGBOOK is a solid yellow pages-type business directory with a couple of nice touches. You can store business listings you find in your personal, password-protected address book. Another potentially useful feature is that you can rate what you like and don't like about specific businesses so others can read your review. This will be highly useful when enough people participate. You also can search only for businesses that are near you. Additionally, BigBook draws maps to direct you to businesses. (residential and business listings) — *David Haskin*
reviewed: 3/27/98
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Switchboard

☆☆☆

The folks at **Switchboard** have managed to combine social uprightness — forswearing reverse lookups (which some folks consider an indecent invasion of their privacy) — with a charitable disposition, a pleasing interface, and speedy results. If you're especially delighted to find an old friend who's been particularly elusive in the past, you can click on a little card icon beside the listing and Switchboard will mail a greeting for you (for a small fee). We were disappointed, however, that it failed to find any of the e-mail addresses we asked for. — *Ray Tennenbaum*
reviewed: 3/31/98
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WhoWhere?

☆☆☆

WhoWhere?'s engine is fast — just remember (1) to use the advanced searcher, which allows you to specify a state, and (2) if you use an initial, be sure and follow it with an asterisk, in typical directory wild-card fashion. Still, most of the searches we performed here were unsuccessful, and one search even turned up information that was out of date. — *Ray Tennenbaum*
reviewed: 3/31/98
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Bigfoot

☆☆☆

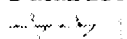
For a quick search for individual phone numbers and e-mail addresses, BIGFOOT is as fast and easy as any. It does have some free e-mail services, such as the ability to block spam and to have a single e-mail address (yourname@bigfoot.com) no matter what service provider you use. Bigfoot is promising in many ways — it will let you know if and when a given phone number has been disconnected and gives the most recent date the phone number has been verified. Searches cannot be narrowed to state or city, however. Bigfoot failed to turn up almost all of the e-mail addresses we sought. — *Ray Tennenbaum and David Haskin*
reviewed: 3/31/98
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WorldPages



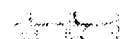
Like most other services listed here, **WorldPages** finds people, businesses, and e-mail addresses in North America. You can even search for businesses by keyword and location, such as looking for Korean restaurants in New York. It can then display a map to get you there. But **WorldPages** is best used for finding people and businesses around the world, from Algeria to Zimbabwe. However, the results aren't consistent from country to country. That's because you will need to look for them by way of a link page to a variety of worldwide yellow and white pages and fax listings. As a result, you may not find the type of listing (such as residential listings) in the country you want, but if you are looking for something outside North America, your best chance of finding it is here. **WorldPages's** excellent business-phone resources outshine its personal phone-directory services, which tend at times to give a user too much of a good thing -- off-base variant spellings of a name, for example. -- *David Hasking and Ray Tennenbaum*
reviewed: 3/31/98
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Database America



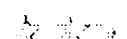
Database America's engine is swift and simple, although its success rate was low and it does not offer an e-mail lookup. The service's re-verse-lookup feature is easy to use and accurate. -- *Ray Tennenbaum*
reviewed: 3/31/98
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555-1212



A law of nature is that when you write somebody's phone number on a scrap of paper, the area code somehow disappears. When that happens, go to 555-1212. It gives you an area code if you enter a city or state and includes country codes for you international jet-setters. You won't need this site often, but when you do, you'll be glad you have it bookmarked. It also serves as a front end for e-mail and phone number searches using some of the other services described in this review.
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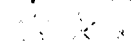
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C|Net's Product Finder



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Yellow Pages Online



In most ways, YELLOW PAGES ONLINE is useful but mundane—you search, and it returns a list of businesses. But it does have one neat and potentially useful trick: a search for the companies that produce specific brand names. Alas, this good idea is poorly executed. Searches for well-known brands such as Rice Krispies turned up nothing. For a quick yellow-pages hit, this site is OK. When the developers punch up the brand-name search function so that it is more than just a gimmick, this will be a tremendously useful site. -- David Haskin

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YAHOO!



SEARCH & REFERENCE

Useful information on demand.

In today's fast-paced world, Internet users have come to expect to find the information they need instantly. When they can't find that information, they're gone with the click of a mouse or press of a button. With InfoSpace's unrivaled services, you can offer users the latest news, stock quotes, financial information and directories in one seamless package - with your own branding. As your users begin to find everything they need from you (on a PC or Web-ready wireless device), they'll return more often and spend more time.

1. Yellow Pages

Over 8 million people use InfoSpace Yellow Pages each month, more unique visitors than any other online directory (Media Matrix, 7/00). They are also the most widely distributed Yellow Pages accessible from PCs and Web-ready wireless devices. They go beyond most listings with helpful options to book a hotel, see a restaurant's review and access the names of professionals working in a business.

- Maps & Directions Access detailed maps and door-to-door driving directions, complete with hotels and points of interest along the way. Book reservations online and find information about a destination city instantly.
- Int'l Business Directories Search for telephone listings of businesses from across the world.
- Search Near Addresses Need a restaurant near the office to take a client to lunch? Looking for a pharmacy near home? This integrated option helps users locate businesses near any given address.
- Business Finder Find business mailing addresses, business profiles & credit lists.
- Online Directory Locate the Web address for companies with an online presence.

2. White Pages

One of the most complete listings for the United States and Canada on the Internet, with updates each day. Over one million people use our White Pages daily to search for addresses by name or location.

- E-mail Search Find an e-mail address by name, e-mail domain name or location throughout the world.
- International Directories Search for telephone listings across the world.
- Reverse Look-up Track down a caller with just a telephone number.

3. Net Search

Enable users get to the information they want faster with a powerful Internet search engine that's designed to deliver only the most direct information first. With each request, Net Search starts with pinpoint answers and gradually responds with more broad information to ensure that they find what they're looking for.

4. Classifieds

People can find nearly anything they want to buy, sell, or rent with the combined listings of some of the Web's biggest classified resources, including CareerPath™ job listings, Match.com™ personals, eBay™ auction listings and home and apartment listings with our new Real Estate Channel.

5. IQOrder™

The ultimate shopping assistant people use to look for and buy products from any Internet-ready PC or wireless device. People search for a product by name, manufacturer, category, keyword, or UPC/ISBN and quickly receive information from an expansive database containing millions of products. Users can see expert reviews and recommendations before making a purchase. They can even compare pricing and product availability. When the shopper decides on a product, they can choose a nearby brick-and-mortar store or buy it directly from a merchant online.



Enhance your business and your brand with one of the most powerful collections of Web applications in existence.

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6. *Paperless Rewards (Prio)* Consumers can get cash-back when they shop and dine. They simply join for FREE on a partner's co-branded Web site, and return frequently to view valuable money-saving offers from participating merchants – using their Web-ready computer or wireless device. Members who view a merchant's offer are "activated" to get a cash-back rebate. They then visit the merchant's online or brick-and-mortar store, meet the merchant's conditions and pay with a registered credit card. Consumers get rewarded with cash-back savings on an upcoming credit card statement. Partners get rewarded with loyal consumers who will return to view offers on their co-branded Web site.
7. *Government Resources* Research complete government listings – including contact information for local, state and federal officials, departments and agencies, an embassy finder, and access to government-maintained Web sites and databases.
8. *Business Services* A wide array of comprehensive information and useful resources for business professionals – virtually everything business people need to succeed.
 - *Business Planning Tools* Starting a business? Find free interactive business planning tools, sample business and marketing plans, helpful articles and more.
 - *Human Resources* Tools for employers and job seekers.
 - *Demographics* Get key demographic information for any zip code, city or state.
 - *Professional Services* Look for attorneys, tax preparation and other services nearby.
 - *Trade Show Central* Find the right trade show right away.
 - *Office Supply Center* Find business supplies quickly.
 - *Printing Center* Printing and paper buying for corporations and small businesses.
 - *Shipping Center* Get packages shipped wherever and whenever needed.
9. *News* Each day, we sift through over 15,000 stories from over 45 global publishers, including up-to-the-second coverage of the day's national and world news, business, finance, technology, entertainment, sports and weather reporting. We organize, prioritize and compile it all into a single source, offering the strongest collection of real-time domestic and international news accessible from any Web-enabled device.
10. *Local Business News* A third of Americans get news from the Internet every week. Local news is the most popular type of content for readers of online newspapers. Give people the latest regionally-focused business news – stories which may affect them the most. Every business day, we provide regional coverage of the private and public sector throughout the United States, with real-time, up-to-the-second updates. Local Business News is accessible with any Web-enabled device, so users can home-in on the business stories which hit them close to home – any time, from any place.
11. *Health Center* Health news, information, tools and services for users to manage their own health and their families'. Breaking health news with up to 20 original health new stories daily, including reports from prestigious journals and exclusive interviews with medical researchers. Learn more about virtually any health topic with our easy-to-use directory. Get the most comprehensive and timely consumer product recall information available online, take mini-checkups, and much more! 45% of Internet users go online to find health information. (Jupiter Communications, 2000)



Offer an extraordinary array of services, private-labeled with your logo, your brand name, look and feel.

12

12. *International Resources* Whether they're planning travel, obtaining local facts, or locating businesses or people overseas, users can track down virtually anything about practically anywhere in the world. InfoSpace's International Resources is a comprehensive resource for people looking for information about other countries. There are throngs of them; last year, 52.2 million people used the Web for planning their travel. (Travel Industry Association of America 2/00)
13. *ActiveShopper®* Help people find the best prices on the products they want. Within moments of a consumer's request, ActiveShopper quickly delivers products and prices from its extensive database of online stores, auction sites and brick-and-mortar shops, allowing consumers to comparison-shop and find the best deals before they buy. (Available outside the United States only.)
14. *City Guide* No matter if they're traveling to another city or looking for something to do in their own town, users can find comprehensive information for cities across the US and Canada. Users can get the inside scoop on entertainment, food and dining, shopping, sports, arts and culture, as only a native would know. Users can even view a slide show to get a feel for a town's scene and scenery.
- Local Web Sites Find helpful links to Web sites by locals with even greater information.
 - Travel Guides Preview destinations and learn about the must-see places.
 - Concerts View daily updated listings for upcoming shows by artist and location.
 - Arts & Culture Find over 350,000 classical music, opera, visual arts, performance arts and film events in 1,500 cities nationwide!
 - School Directory Research thousands of local schools before moving or enrolling children. Connect to college alumni resources and find contact information for universities across the U.S.
 - Sports The latest news and scores for a user's favorite teams and sports.
 - Traffic Avoid traffic snarls with hourly reports for the nation's cities.
 - Weather Get complete Accuweather.com™ reports with current readings and 5-day forecasts for cities across the globe.
 - Ski Reports Is it time to hit the slopes? Find hourly powder updates, open runs and lift hours for the 400 best mountains around the U.S. and Canada. (Seasonal)
15. *Financial News* Get the latest news about any company just by entering their stock symbol. See ON24 audio/video reports with breaking company and market news!
16. *Business News* See the top news stories affecting our business world at a glance.
17. *Global Market News* Users can protect their investment portfolio by keeping current with the latest market news from around the world.
18. *Advisories* Receive up-to-the-minute investor advisories from the most respected firms. Coming soon – even more complete information on analyst ratings and estimated earnings for all publicly traded companies.
19. *Analyst Stock Ratings* Find out the latest broker ratings on market stocks.
20. *Stock Quotes* Access up-to-the-moment stock quotes from NYSE, NASDAQ, AMEX and Canadian quotes from TSE, MSE and CDNX.
21. *Stock Charts* Track how a stock has performed from the past to today, review earnings and dividends, compare multiple stocks and display splits.



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| 24. <i>Mutual Funds</i> | Manage money more wisely with daily fund information, historical performance, fee information and portfolio distribution. |
| 25. <i>Message Boards</i> | Users can learn what others know about their favorite stocks or share their market insights. |
| 26. <i>Insurance Center</i> | Get the best price for complete business, home, auto and life insurance needs. |
| 27. <i>Site Search</i> | Save your visitors valuable time and effort by making the contents of your site completely searchable. Using a familiar tool – the Search button – people can easily find what they need from your site, making them more likely to stay longer and return frequently. |
| 28. <i>Web Metasearch</i> | This robust tool searches the databases of over ten leading search engines concurrently, instantly delivering highly relevant results on the first try, a feat unmatched by single search engines. Keep your visitors from leaving your site when they need a search engine. Bring the top search engines to your site instead. |
| 29. <i>Web Site Rankings</i> | Users can find the highest-ranked Web sites (according to actual traffic data), people, products and more. Our current and reliable lists allow users to keep up with what's popular from more than 60 categories, including entertainment, sports, technology, shopping, jokes and business. |

PRODUCTIVITY

Be more organized and get things done.

Be it their professional or personal life, people want tools to get organized and accomplish the things *they* want to do.

1. *MyInfoSpace™*
Give users the power to personalize the content they receive so that it meets their individual needs and interests. They can stay informed with the latest news, real-time stock quotes, sports scores, weather and more. They can be more organized and productive with Calendar, Address Book and To-Do List. People simply select their content preferences (e.g. Stocks) and customize that content further to suit their purposes (e.g. the particular stocks they want to receive quotes for).
2. *Personal Desktop Portal™*
Provides people with single-click access from their desktop to any Web site, along with integrated personalized content, communication and commerce capabilities. Users who download this powerful, co-branded "desktop dashboard" to their own hard drive have incredible access to a suite of valuable services, including:
 - MyInfoSpace personalized information and productivity tools.
 - Personalized scrolling news, sports, stock quotes and more.
 - Links to the key area pages of the co-brand's Web site.
 - Favorite links from their Internet browser.
 - Links directly to a user's personalized Address Book, Calendar and To-Do lists.



Deliver valuable services on all manner of Internet devices, whether wired or wireless. Including PCs, PDAs, mobile phones, pagers & more.

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- Instant Messaging, Buddy List and multi-user chat, with ready integration to MSN Messenger's® universe of over 18 million accounts
- Instant message forwarding to/from any Web-ready computer or wireless device.
- Configurable search to find Web content, Yellow Pages, White Pages, stock quotes, and much more.
- Content control for parents or employers to ensure suitable Internet viewing

3. *Address Book*

Keep all business and personal contacts in one handy online location.

4. *Calendar*

Users can organize their personal and professional lives, and keep track of meetings, birthdays and other events. They can even share their Calendar with friends and colleagues. Synchronize Calendar with Microsoft Outlook®.

5. *To-Do List*

Users can manage the important tasks they need to accomplish. Create multiple lists with their own task categories. Synchronize To-Do List with Microsoft Outlook®.

COMMUNICATIONS

Stay vitally connected.

In an increasingly mobile and fast-paced world, people look for ways to balance the demands of work and family life and to maintain valued friendships. With little time to spare, they welcome liberating resources that will help them get things done, on-demand, *wherever* they are.

1. *Instant Messaging*

Send and receive real-time text or audio messages from the user's desktop, which will appear on the receiver's desktop. When away from their PC, users can set preferences to forward messages to any Web-ready wireless device. Instant Messaging is encrypted to protect the contents of messages and attached files. Instant Messaging also offers ready integration to MSN Messenger's® universe of over 18 million accounts.

2. *Web-based e-mail*

Offer your own private-labeled Web-based e-mail service. People can create an e-mail address that will stay with them wherever they go – no matter how many times they move, change jobs, or switch Internet service providers. All they need is access to the Internet, using any Web-ready device. Helpful features include the ability to consolidate e-mail from the user's other accounts, create group distribution lists for a predefined set of people and set filters to block unwanted (i.e. "spam") e-mail.

3. *Alerts*

Empower users with the ability to receive time and event-sensitive information – tailored to their individual needs, and delivered when they need it. Users can receive these notices anywhere, at any time, on any computer or text-enabled wireless device to help them stay informed or take immediate action. They can choose from a wide range of categories, including news, stock quotes, sports scores, weather, lottery results and horoscopes. Alerts can be time-based (e.g. receive news every morning at 7:00) or event-based (e.g. receive an Alert when a stock hits a certain price).

4. *Message Boards*

Share information and review past comments posted by others. Create message boards for any number of projects or topics.



Benefit from InfoSpace's global experience and proprietary technology to get your services up and running quickly.

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COMMERCE

Connect buyers and sellers in innovative ways.

The Internet can be a powerful ally for merchants to create awareness of their business, motivate consumers to visit their online or brick-and-mortar store and generate sales they never thought possible. Our services match merchant products and services with consumers who are interested in what they sell and give users the opportunity to buy them – whether behind a computer or walking down the street with a mobile phone.

1. e-Commerce Merchant Set-Up

- Domain name Obtain a domain name or Web address, the first step to create a business Web site.
- StoreBuilder Start selling products on the Internet with a custom-designed e-commerce storefront.
- Shipping set-up Conveniently create a service account with a shipping company.
- Toll free number Set-up a toll-free telephone number.
- Merchant ID Request a merchant identification number, a must-have to process credit card transactions.
- Payment Gateway Set-up an account with a trusted credit card bank who will process transaction information and ensure the credit card issuer payments are electronically deposited on a timely basis.
- ISP Service Launch an online store for the world to see with an Internet Service Provider account to host the Web site.
- Digital certificates Customers need to know that a merchant's site is secure for e-commerce transactions. A digital certificate is critical proof that users can trust purchasing online with the merchant.

2. Wireless Transactions

Merchants can sell their products or services wherever their consumers are – via the wireless world. When they use InfoSpace to help promote and sell their products, they gain access to an extensive network of customers who have a PC or Web-ready wireless device like a cellular phone, pager, screen telephone, TV set-top box, online kiosk and a personal digital assistant.

3. Advertising

- Banners & Tiles Generate awareness for any business with banner and tile ads that appear on the InfoSpace network of over 3,100 Web sites, which collectively reach over 92% of the Internet audience (unduplicated) and four of the top five highest traffic sites.
- PinPoint Ads Merchants can deliver their message to potential customers at the most persuasive moment – when they are thinking about the merchant's category. A relevant PinPoint Ad will appear on a user's Personal Desktop Portal (see Community), as they surf the Web. Sportswear merchants can deliver their message to consumers viewing a sports site. Financial services companies can reach users as they surf business content.
- Advertising Revenue Earn incremental revenue from advertising that appears on InfoSpace-powered content pages. InfoSpace will sell the advertising and manage it with our proprietary ad server – you don't need to do anything.

4. Yellow Pages

The most widely distributed Yellow Pages accessible from PCs and Web-ready wireless devices. Millions of consumers – more than any other online directory – rely on InfoSpace Yellow Pages because they can quickly and easily find businesses by category or name. Our powerful search engine recognizes 'natural language' to deliver the businesses a consumer is looking for fast.



Partner with the company that powers services to thousands of successful businesses on the Internet today; over 3,100 wired sites and 88% of all US wireless carriers.

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- **Premium Listings** Merchants can be one of the first businesses from their category that people see by purchasing a premium (Preferred or Enhanced) listing. Their premium listing becomes even more useful when they integrate value-added information, such as a link to their Web site, a toll-free telephone number or an e-mail address.
 - **Display Ads** Merchants can ensure potential customers notice their business when they buy a Display Ad. Their attention-getting ad (100x100 pixels) appears on the right side of the result pages when users search for businesses in their category.
 - **Geo-Targeting** Merchants can target their customers by placing their listing where they are, or wherever they do business – in a specific city, state or across the entire nation.
5. **IQOrder™** Merchants can reach potential consumers *at the moment* they are actively searching for a product – before the shopper makes their purchase decision. People use IQOrder – the ultimate shopping assistant – to shop for products from any Internet-ready PC or wireless device. Consumers search for a product by name, manufacturer, category, keyword, or UPC/ISBN and quickly receive information captured from our powerful database. Merchants, who include their products in this database, can sell their products to potential customers across a vast and growing network of partners, whether they're sitting behind their PC or walking down the street...anytime, anywhere.
6. **Paperless Rewards (Prio)** Merchants can drive measurable, incremental sales to their online or brick-and-mortar store when they reward customers who shop or dine at their business. Consumers who view a merchant's offer from their PC or their Web-ready wireless device and meet the offer conditions will receive a rebate as cash-back on their monthly credit card statement. Merchants don't need to collect coupons, enter codes, track redemptions, manage order fulfillment or train employees. Merchants receive a monthly report indicating the incremental sales Paperless Rewards drove to their business.
7. **ActiveShopper®** Advertising will help bring consumers to products, but merchants can bring their products to potential customers. Within moments of a consumer's request, ActiveShopper quickly delivers products and prices from its extensive database of online stores, auction sites and brick-and-mortar shops, giving merchants access to comparison-shopping consumers as they're making their purchase decisions. (Available outside the United States only.)
8. **ActivePromotions™** Merchants can promote specific products they want to sell with an offer that appears on the InfoSpace merchant network. Simply enter the price, number of products they want to sell and the promotion expiration date on our secure, easy-to-use Web promotion site. The offer appears automatically as a tile ad on the Internet and disappears after all products are sold or the expiration date passes. Merchants can even include their logo and pictures of the product.

ENTERTAINMENT

Change the way people play.

Whether they're relaxing with their computer, or looking for activities outside of the house, our Entertainment services bring fun to your users, and bring users to you. Entertainment Guides direct them to places to go, things to do, and shows to watch. Our online entertainment services deliver some of the most popular and innovative information and applications on the Web, including new interactive games, music downloads and favorites like Entertainment News, Sports and electronic greeting cards.



Enhance your business and your brand with one of the most powerful 17 collections of Web applications in existence.

1. *Entertainment Guides*

- City Guides Get the inside scoop on entertainment, dining, and more for cities across the U.S. and Canada.
- TV Listings See what's on TV today, tomorrow or next week. Sort listings by topic or search for favorite shows and actors.
- Movie Listings Know what's playing and where with movie times and theater locations across the nation!
- Film & Video Guide Extensive movie reviews and ratings, as well as comprehensive information on actors, directors and producers.
- Arts & Culture Find over 350,000 classical music, opera, visual arts, performance arts and film events in 1,500 cities nationwide.
- Concerts View daily updated listings by artist and location.
- Event Tickets Buy and sell tickets to any event online for FREE!

2. *Entertainment News & Information*

- Entertainment News Keep up-to-date with the glamorous lives of the hottest stars with the latest stories posted throughout the day. Celebrity profiles, interviews, features and commentary.
- Sports News & Scores Latest news and scores, standings, statistics, schedules and expert commentary for favorite teams and sports.
- Preview Music Listen to today's hottest music, updated every minute.
- Downloadable Music This week's top ten free music downloads.
- Horoscopes Find out what the stars have in store each day. Join the discussion on the Astrology Message Board.
- Lottery Results Find the latest lottery results for each state, send a message to other Lotto players and divine lucky numbers with the Lotto Combinations Generator!
- Cartoon News Get a laugh with today's headlines proudly presented by a cow, dog, cat and goat.
- Relationships Take a no-holds-barred look at love, sex and weddings from Women.com™.
- Lifestyle Home and Garden, Cooking, and Women-related content.

3. *Games*

- Online Games With over 50 games to choose from, including brand-name games from Hasbro and Atari, our games platform is the most robust offering on the Web! Take a break and enjoy popular games like Monopoly®, Asteroids®, Centipede®, and many, many more!
- Fantasy Sports Coach and manage a fantasy franchise throughout the season and into the playoffs. All major sports are covered, including the NFL, NHL, NBA and MLB.

4. *PageGreetings™*

Fun, FREE electronic greeting cards that people can send to friends, loved ones, or anyone with an e-mail address. A user simply selects a card from a wide array of electronic greetings, types a personalized message, and enters the recipient's e-mail address. We automatically send an e-mail message telling the person how to view the greeting, right from a partner's Web site.



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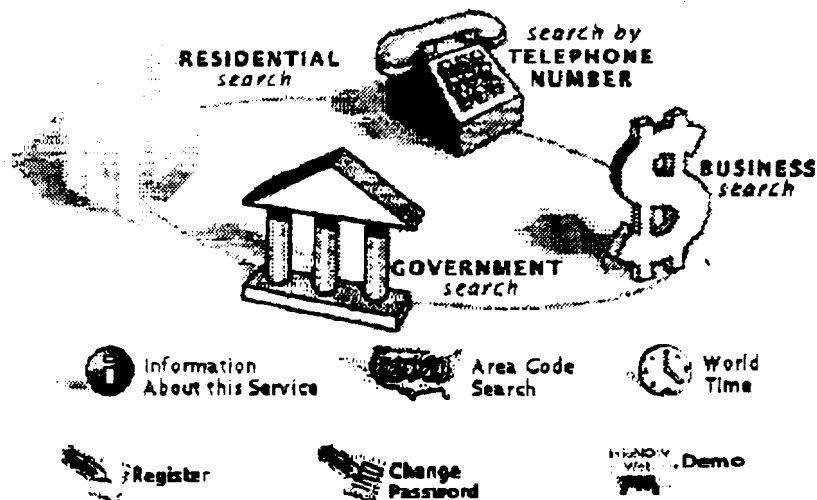
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Tuesday October 24, 8:14 am Eastern Time

Press Release

SOURCE: 555-1212.com

YadaYada and 555-1212.com Align to Provide the 'Yadayada Directory Assistant' for PDA Users

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NEW YORK and SAN FRANCISCO, Oct. 24 /PRNewswire/ -- YadaYada Inc., the first fully integrated wireless service provider and personalized mobile Web portal for Personal Digital Assistants (PDAs), and 555-1212.com, a leading provider of global communication services on the wired and wireless Internet, announced today the launch of the "YadaYada Directory Assistant". The product allows YadaYada subscribers to access free directory lookup services to find people, businesses, area codes, and country codes from wherever they are.

"YadaYada provides mobile users with the most actionable information at the touch of a button," said David Behin, director of content at YadaYada, "Giving YadaYada users the ability to look up people, businesses, phone numbers and addresses is key in delivering useful content. We chose to partner with 555-1212.com because they have the most accurate and up-to-date information."

"Wireless Internet users lack both the time and choices to surf different sites, so they stick with the most reliable site that provides relevant information with the minimum amount of effort," said Tuncay Cil, director of mobile business at 555-1212.com. "555-1212.com provides the most reliable directory assistance service and is the choice of many leading mobile portals in the U.S."

Advantages of the YadaYada Directory Assistant over traditional voice-based directory assistance include:

- Anywhere, anytime lookup of directory information through a wireless PDA
- Reverse number and address look-ups
- Statewide searches
- Returns results even if the user inputs partial names or addresses

About YadaYada

YadaYada Inc. is the first fully integrated Mobile Web Portal and wireless Internet access platform providing mobile applications, content and wireless connectivity for PDAs. YadaYada is building the

largest business and consumer Mobile Web Portal for PDAs. YadaYada customers are able to personalize the Mobile Web Portal on their existing desktop computer and access it through their wireless PDA. The YadaYada Mobile Web Portal and Internet access platform allows business professionals and consumers to access any HTML-created Web site and maintain a universally synchronized personal information manager (PIM) with applications such as address book, calendar, to-do list and email from multiple existing accounts. The company was founded in 1999 and currently has offices in New York City, San Diego and Birmingham, AL. YadaYada can be reached at www.yadayada.com or 212-645-7700.

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To order YadaYada Wireless Service, call 800-YadaYada.

About 555-1212.com

555-1212.com is the leading provider of directory information on the Web, providing the most accurate and up-to-date nationwide business and residential listings, area codes, zip codes and country codes. 555-1212.com Mobile is the directory information provider of choice for leading wireless portals and carriers.

Founded in 1998, 555-1212.com is a privately held Media Metrix 500 company, serving approximately one million unique users and 25 million page reviews per month. Yahoo! Internet Life magazine ranked 555-1212.com as one of "The 10 Most Supremely Useful Sites" on the Web in July 2000. 555-1212.com is based in San Francisco.

SOURCE: 555-1212.com

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YadaYada and 555-1212.com
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One password for all your accounts.**YAHOO!**
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delayed 20 mins - [disclaimer](#)**Metro One Telecommunications Reports
Record Third Quarter Revenue of \$42.9 Million****Record EPS of \$0.23**

PORTLAND, Ore.--(BUSINESS WIRE)--Oct. 30, 2000--Metro One Telecommunications, Inc. (Nasdaq:MTON - [news](#)), a leading provider of enhanced telecom services, including its Enhanced Directory Assistance® (EDA), today reported financial results for the third quarter ended September 30, 2000. These results were consistent with preliminary results announced on October 17, 2000.

Revenue for the third quarter of 2000 increased to a record \$42,953,000, up 110% from 1999 third quarter revenue of \$20,469,000, and up 17% from 2000 second quarter revenue of \$36,589,000. Net income for the third quarter was \$2,764,000, or \$0.23 per diluted share, compared with net income of \$677,000, or \$0.06 per diluted share, in the prior year's third quarter.

Revenue for the nine months ended September 30, 2000 reached \$109,253,000, more than double revenue of \$52,113,000 recorded for the first nine months of 1999. Net income for the first nine months of 2000 was \$5,041,000, or \$0.42 per diluted share, compared with net income of \$1,464,000, or \$0.12 per diluted share, for the same period in 1999.

"Our record results demonstrate the continued strength of our business, as well as our ability to increase our efficiencies through effective operations management," said Tim Timmins, president and chief executive officer of Metro One Telecommunications. "We achieved these results in spite of surprises such as the Verizon strike; even so, this one-time event resulted in a positive earnings contribution of approximately \$0.02 per share as East Coast Verizon customers chose to call us for directory assistance and information services during August."

Metro One Telecommunications, Inc. is a leading developer and provider of enhanced telecom services, including its EDA®. The Company operates a network of strategically-located call centers throughout the U.S. Metro One handled approximately 210 million requests for directory assistance during the first three quarters of 2000 and approximately 142 million requests in fiscal year 1999, on behalf of its carrier customers. Metro One has recently been included in Fortune's comprehensive annual list of America's 100 Fastest-Growing Companies and Forbes annual list of the 200 Best Small Companies in America. For more information about Metro One Telecommunications, visit the company's website at <http://www.metro1.com>.

Metro One will host a conference call webcast on Monday, October 30th at 2:00 p.m. Pacific

Standard Time to review third quarter results and future operating trends, including guidance on the outlook for the future. To access the webcast, go to Metro One's website at www.metro1.com. An archived webcast replay of the call will also be available at that website.

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This press release contains forward-looking statements regarding the Company's beliefs about its business prospects and disclosures about what management believes is currently effecting its revenues and earnings for the third quarter and full year ending December 31, 2000. These statements involve risks and uncertainties. Important additional factors that could cause actual results to differ materially from those forward-looking statements include, but are not limited to, those that are detailed in the Company's filings with the Securities and Exchange Commission including recent filings of Forms 10-K and 10-Q. These can be accessed through Metro One's website at <http://www.metro1.com> or Nasdaq's website at www.nasdaq.com. The forward-looking statements should be considered in light of those risks and uncertainties.

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METRO ONE TELECOMMUNICATIONS, INC.
Statements of Income
(Dollars in thousands, except per share data)
(unaudited)

| | Three Months Ended | | Nine Months Ended | |
|--------------------------------------|--------------------|-----------|-------------------|-----------|
| | 9/30/2000 | 9/30/1999 | 9/30/2000 | 9/30/1999 |
| Revenues | \$ 42,953 | \$ 20,469 | \$ 109,253 | \$ 52,113 |
| Costs and expenses: | | | | |
| Direct operating | 26,879 | 12,136 | 69,439 | 30,481 |
| General and administrative | 12,219 | 7,374 | 32,205 | 19,795 |
| | ----- | ----- | ----- | ----- |
| | 39,098 | 19,510 | 101,644 | 50,276 |
| | ----- | ----- | ----- | ----- |
| Income from operations | 3,855 | 959 | 7,609 | 1,837 |
| Other income | 50 | (3) | (8) | 112 |
| Interest and loan fees | (931) | (253) | (2,267) | (425) |
| | ----- | ----- | ----- | ----- |
| | (881) | (256) | (2,275) | (313) |
| Income before income taxes | 2,974 | 703 | 5,334 | 1,524 |
| Income tax expense | 210 | 26 | 293 | 60 |
| | ----- | ----- | ----- | ----- |
| Net income | \$ 2,764 | \$ 677 | \$ 5,041 | \$ 1,464 |
| | ===== | ===== | ===== | ===== |
| Income per common share | | | | |
| Basic | \$ 0.24 | \$ 0.06 | \$ 0.44 | \$ 0.13 |
| Diluted | \$ 0.23 | \$ 0.06 | \$ 0.42 | \$ 0.12 |
| Shares used in per share calculation | | | | |
| Basic | 11,648 | 11,405 | 11,581 | 11,383 |
| Diluted | 11,984 | 12,016 | 11,952 | 12,012 |

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METRO ONE TELECOMMUNICATIONS, INC.
Balance Sheets
(Dollars in thousands)

| | 9/30/2000 ----- (unaudited) | 12/31/1999 ----- |
|--|-----------------------------------|---------------------|
| Cash and cash equivalents | \$ 6,277 | \$ 9,564 |
| Short-term investments | -- | 400 |
| Accounts receivable | 39,323 | 15,357 |
| Prepaid costs and other current assets | 1,493 | 985 |
| | ----- | ----- |
| Total current assets | 47,093 | 26,306 |
| Furniture, fixtures and equipment, net | 50,952 | 38,225 |
| Other assets | 2,223 | 944 |
| | ----- | ----- |
| Total assets | \$ 100,268 ===== | \$ 65,475 ===== |
| Accounts payable | \$ 6,224 | \$ 2,909 |
| Accrued liabilities | 5,110 | 2,390 |
| Accrued payroll and related costs | 4,791 | 3,839 |
| Operating line of credit | 11,500 | -- |
| Current portion of capital lease obligations | 49 | 159 |
| Current portion of long-term debt | 8,647 | 5,259 |
| | ----- | ----- |
| Total current liabilities | 36,321 | 14,556 |
| Capital lease obligations | -- | 17 |
| Long-term debt, less current portion | 24,616 | 18,923 |
| | ----- | ----- |
| Total liabilities | 60,937 | 33,496 |
| Common Stock | 42,619 | 40,308 |
| Accumulated deficit | (3,288) | (8,329) |
| | ----- | ----- |
| Shareholders' equity | 39,331 | 31,979 |
| | ----- | ----- |
| Total liabilities and shareholders' equity | \$ 100,268 ===== | \$ 65,475 ===== |

Contact:

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